

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

NOTICE OF APPEAL FROM THE PRIMARY EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES	Title:	SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT
	Inventor(s):	Calabria et al.
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Examiner:	Daniel M. Sorkowitz
	Art Unit:	3622
	Last Office Action:	December 22, 2010

Dear Sir:

- Applicant hereby appeals to the Board of Patent Appeals and Interferences from a decision of the primary Examiner mailed **December 22, 2010** finally rejecting claims 1-21, 23-52 and 55-60.
- Applicant(s) hereby request(s) reinstatement of the previously filed appeal, mailed pursuant to 37 C.F.R. § 41.31 and appeal(s) from the last decision of the Examiner mailed .
- This application is on behalf of other than a small entity.

FEES ASSOCIATED WITH FILING NOTICE OF APPEAL

Pursuant to 37 C.F.R. 1.17(b) the fee for filing the Notice of Appeal is:

- Large entity: \$540
- Amount previously paid: \$0 (if reinstating previous appeal)
- Total Notice of Appeal fee: \$540
- The Commissioner is hereby authorized to charge the payment for this Notice of Appeal pursuant to 37 C.F.R. 1.17(b) to Xerox Corporation's Deposit Account No. 24-0037. The Commissioner is also hereby authorized to charge any additional fees that may be required to Deposit Account No. 24-0037.
- Payment for the filing of this Notice of Appeal is authorized to be charged to a Credit Card via the EFS Web. If the Credit Card is unable to be charged, please charge any and all fees or credit overpayment to our Deposit Account No. 06-0308.

OTHER DOCUMENTS ENCLOSED:

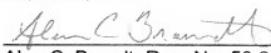
- A Petition for a _____-month extension of time under 37 C.F.R. 1.136(a) and appropriate Credit Card Payment Form PTO-2038.
- Pre-Appeal Request for Review
- Response to Final Office Action dated _____
- Other: _____

Respectfully submitted,

Fay Sharpe LLP

March 8, 2011

Date



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